

ASHEVILLE CITY COUNCIL'S GOALS & VISION

PRIORITY AREA

CITY COUNCIL'S SHORT-TERM GOALS

CITY COUNCIL'S LONG-TERM GOALS

WHAT THIS MEANS TO CITIZENS

Community Building: Promote inclusive decision-making

- Develop public outreach strategy to communicate City Council's strategic goals
- Implement communications improvements including enhanced customer service procedures and a redesigned web site

- Develop strategies for youth and education programs
- Continue to develop new strategies for increasing citizen participation in awareness of city government

- City services focusing on broad-based community needs
- Responsive, affordable services with high citizens satisfaction
- Citizens that are well informed and involved in decisions
- Community and neighborhood pride

Critical Services and Infrastructure: Support and enhance basic city services

- Improve/enhance basic city services and customer service
- Collaborate with regional partners on water service and housing and other regional issues
- Continue commitment to public safety and drug enforcement priorities

- Develop a multi-year budget vision that addresses revenues, economic development tools, capital improvements and best practices
- Continue to support Community Policing initiatives
- Maintain commitment to the Drug Enforcement Unit to reduce drug-related crime; partner with intergovernmental agencies to comprehensively address this goal

- Residents receiving value for their tax dollars
- Adequate resources for essential city services
- Well-maintained city streets, water distribution, storm drain system, and sidewalks
- Productive, innovative and efficient city employees
- Public and private partnerships to support services and facilities
- A safe city with safe neighborhoods

Economic Development: Support a dynamic and robust Asheville economy with balanced growth

- Support and implement the HUB plan
- Pursue Eagle-Market Street redevelopment
- Pursue Riverfront redevelopment
- Pursue public-private partnerships to address downtown parking needs
- Enhance core services in the downtown area that promote cleanliness, vibrancy and other downtown amenities.



- Develop strategies to promote diversified job growth and support small businesses
- Implement continuous improvement strategies for the development and permitting process
- Take a leadership role in intergovernmental relations to support regional economic development

- Asheville remains a desirable place to work and start a business
- Businesses come to and stay in Asheville for its quality of life and community support

Growth, Development & Land Use:

Maintain a sustainable community through growth and development policies



- Complete Unified Development Ordinance (UDO) amendments with citizen participation to improve clarity and address community goals
- Develop Neighborhood & Corridor Plans with citizen participation
- Address growth management issues on the periphery of the city limits
- Streamline planning and development services
- Introduce revised Standards and Specifications Manual

- Promote strategies that encourage sustainable, high density, infill growth
- Support amenities for downtown living
- Continue to support multi-modal programs (e.g., Transportation Demand Program, Greenway Master Plan)

- Protecting property values and community investments
- Zoning, land uses and development codes that support redevelopment and preserve the quality, vitality and attractiveness of neighborhoods
- More efficient and effective use of existing infrastructure and resources
- Less sprawl development
- Ease of mobility throughout Asheville
- Clear, easy to understand development regulations

Housing Opportunities: Provide sufficient, safe and affordable housing opportunities for all citizens

- Develop a comprehensive plan to provide workforce housing opportunities



- Support recommendations in the 10-year Plan to End Homelessness
- Continue support of the Housing Authority's Home Ownership program

- Affordable options for working AND living in the city
- Home ownership opportunities in quality neighborhoods at affordable prices
- Neighbors helping neighbors

Natural and Built Environment: Preserve and enhance the city's natural beauty



- Create an Environment & Energy Conservation Advisory Committee
- Develop a regional partnership to address flood management issues
- Adopt regulations to protect ridgetops, hillsides and steep slope areas

- Broaden & continue stormwater pollution and utility education efforts
- Support increased greenway development equitably throughout Asheville
- Increase street and sidewalk connections

- Protecting the area's mountain beauty
- Improved air and water quality
- Planning that ensures transportation choices (walking, bikes, automobiles, buses)

Sense of Place, Heritage & the Arts: Embrace Asheville's vibrancy, character and cultural heritage

- Review and implement Downtown Social Issues Taskforce recommendations
- Research opportunities to open public restrooms downtown
- Research and develop recommendation for downtown wayfinding and kiosk project

- Support a renovated Civic Center as a regional entertainment destination
- Continue to support the city's Greenway Master Plan including sidewalk, streetscape, bicycle and other transportation components

- Sustaining Asheville's unique character and heritage
- Developing regional assets for entertainment and the arts
- Promoting the vibrancy of downtown as well as other city destinations like Biltmore Village, West Asheville and the River District



The next four years will be our greatest opportunity to shape our future – and our success depends on our ability to continue to work together. City Council looks forward to working with you to make Asheville's goals a reality. Terry M. Bellamy, Mayor



ASHEVILLE CITY COUNCIL

Standing: Councilman Brownie Newman, Councilman Bryan Freeborn, Councilwoman Robin Cape, Councilman Carl Mumpower

Seated: Vice-Mayor Holly Jones, Mayor Terry Bellamy, Councilman Jan Davis

